

January Workplan Logistics (DTS 1/5/98 - 1/30/98)

98,780 (658 Cs.)

	① ② ③ WINSTON 70¢ Off 2 Packs (Pack Outlets)	WINSTON CTS Carton Onsert	④ CAMEL Menthol Jan-June B2G1F	CAMEL Calendar (O-Zone)
1. Selling/Execution Detail				
Promotion Details	70¢ off 2 packs special offer tear tape product to be inserted into promotional sleeves.	Carton onsert communicating "WINSTON No Bull 5 sweepstakes to be applied at retail.	CAMEL Menthol Jan-June B2G1F Buy 2 Packs Get 1 Free "Pre-Sleeved Product."	O-Zone opportunistic pin-up calendars bulk packed (40 per SKU), targeted to O-Zone geography.
Display Size/Load	20	200	21	40 bulk packed
Offer/Materials - Item #	Display/POS Kit #536285 4935	POS Kit #536873 Onsert #536891	Display/POS Kit #536924	Bulk Packed # TBD
Includes	Counter Display Preassembled, POS Card, 20 Sleeves	Carton Onsert and Supporting POS	Counter Display Preassembled Large Paster	N/A
SKU Packing	20	100	21	1
Recommended Displays	in SKU	8-Case Display #527951 or Retailer Promotional Shelving	in SKU	N/A
Off Invoice (Net Pricing)	Yes	N/A	N/A	N/A
2. ROU Detail				
Promotion #	800008	800023	800024	TBD
Allocations Available	10/13	10/13	10/13	12/1
Model Available	10/13	N/A	N/A	N/A
Allocation Adjustments to Model	10/13 - 10/31	N/A	N/A	N/A
Templates Available	11/3	N/A	N/A	N/A
Value-Added Transfer Deadline	11/3 - 11/7	N/A	1/16/98	N/A
First Order Date	11/10	11/17	12/15	12/1
First Delivery Date to Direct Accounts	12/1	N/A	1/5/97	N/A
Reporting Dates	1/5 - 2/27	1/5 - 2/27	1/5 - 7/31	1/5 - 2/27
Placement Reporting	WIN JAN .70/2 PK	WIN CTS ONSERT	CAM MTH B2G1F	CAM JAN CALENDAR
Promotional Packaging UPC	12300-24685	N/A	12300-23860	N/A
Product UPC	329 - Filter Box - 24876 329 - Lt Box - 22772	N/A	Menthol Box-24958 Menthol Lt Box-24959	N/A

- ① WAM accounts will participate in this promotion. 7-11 will participate in this promotion at 1 SKU per store.
- ② Each WINSTON pack will have "Special Offer" tear tape. Each carton will contain ten "Special Offer" packs. Each 6M case contains 300 packs. Direct accounts should place 2 packs in each sleeve (20 2-pack offers per display) and ship to retail. Recommended VAP payment to direct accounts is \$28/12M case to load, display and ship. This equates to \$14 per 6M promotional case. All WINSTON product must be ordered and shipped to direct accounts by December 15, 1997.
- ③ This is an off-invoice promotion. Direct accounts will be invoiced list price minus \$3.50 per carton/\$105 per 6M case. Each 2-pack sleeve will have a perforated B2G 70¢ off removable piece on the side of the sleeve for retail accounts to utilize for tracking purposes if needed.
- ④ CAMEL Menthol B2G1F for chains crossing regional boundaries to be worked the first week of March/June. Promotions for accounts within region boundaries should be worked opportunistically given Newport's promotional activity.

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